

00456

**DIPLOMA IN ENTREPRENEURSHIP AND  
SKILL DEVELOPMENT**

**Term-End Examination**

**December, 2011**

**BVEE-004 : RETAIL MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : There are two Sections in this paper. Section-I is of 40 marks and is compulsory. Section-II comprises of 4 questions of 20 marks each. You may attempt any three questions from Section-II. There is no negative marking.*

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**SECTION - I (40 Marks)**

*Multiple choice questions.*

1. Choose the right answer :

- (a) FMCG is : 2
- (i) Favourite moving customer goods.
  - (ii) Fast moving consumer goods
  - (iii) Foreign management control group
  - (iv) Formal moving common groups
- (b) CBD stands for : 2
- (i) Central Business district
  - (ii) Central Business developer
  - (iii) Core banking document
  - (iv) Central bank department

- (c) Food Bazaar is an example of : 2
- (i) Convenience store
  - (ii) Chain store
  - (iii) Discount store
  - (iv) Super market
- (d) 4P'S stands for : 2
- (i) Price, place, product, promotion
  - (ii) Premium, people, product, place
  - (iii) Presentation, public, Postoffice, place
  - (iv) Product, price, promotion, public Administration
- (e) EOQ is : 2
- (i) Equity owned quality
  - (ii) Equal order quantity
  - (iii) Economic order quantity
  - (iv) None of the above
- (f) POP : 2
- (i) Point of purchase
  - (ii) Post office protocol
  - (iii) Point of purpose
  - (iv) None of the above
- (g) SKU is : 2
- (i) Sale knowledge union
  - (ii) Stock keeping unit
  - (iii) Stock known unit
  - (iv) Sale keeping unit
- (h) EPS stands for : 2
- (i) Earn per share
  - (ii) Equity par share
  - (iii) Earning per share
  - (iv) None of the above

- (i) JIT Stands for : 2
- (i) Just Income Turnover
  - (ii) Just In Time
  - (iii) Just In Total
  - (iv) Just Industry Turnover
- (j) ERP stands for : 2
- (i) Electronic Resource plan
  - (ii) Electronic Relationship planning
  - (iii) Enterprise Resource planning
  - (iv) Enterprise Remote planning
2. What are the factors affecting retailing in India ? 5
3. Discuss the various threats posed for retail industry. 5
4. Explain the Product Life Cycle (PLC) in retail market. 5
5. What do you mean by retail mix ? 5

**SECTION - II (60 Marks)**

6. Describe various pattern of recruitment and selection in Retail Industry. 20
  
  7. Explain Retail communication mix. Also elaborate this with relevant example of at least one retailer. 20
  
  8. What do you mean by merchandising ? Provide merchandise hierarchy for apparel Industry with Merchandising mix. 20
  
  9. What is customer decision making ? Elaborate customer decision making process in retail industry. Also elaborate the factors that influence the decision making process. 20
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